

Train Station



The restoration which was completed in 2000, cost over \$9 million. It serves as Rocky Mount's hub for more than 50,000 passengers who utilize both the Train Station and the adjacent Trailways bus station. Over 750,000 rail passengers pass through Rocky Mount each year on the busy New York - Florida rail line.

People's Bank Building



Rocky Mount's Landmark Office Building will re-open in May of 2006 as a fully occupied "Class A" office building. The 18,000 square foot project took eleven months to historically renovate at a cost of \$3 Million. The developer is the Self-Help Credit Union and the anchor tenant is Edge-

combe Community College's Work-Force Investment Program. This investment represents the largest private investment since 1994 with RMECDC's Harambee Square project.

Small Private Building Renovations

Loft living on Main Street.



In the past 18 months, investors have begun buying area properties for renovation as mixed-use buildings (typically residential upstairs and retail downstairs).

Completed Projects

Imperial Centre for the Arts and Sciences

270 Gay Street

Rocky Mount, NC 27804

General Information/Tickets: (252) 972-1266

Arts Center: (252) 972-1163

Children's Museum/Science Center:

(252) 972-1167

The Arts and Science Complex is a 120,000 square foot facility featuring 9 art galleries, 9 studios for the visual and performing arts, a state of the art Planetarium, an animal habitat area, science courtyard and sculpture garden. The Complex is located in the former Imperial Tobacco Company building and the former Braswell Library. The \$30 million renovation features historically preserved structures along with new construction. With the new Braswell Memorial Library across the street, this area has become a significant cultural complex. This area, generating significant traffic, will impact positively on the downtown. It also illustrates the City's commitment to its historic core and complements the renovated train station, the restored People's Bank Building, and other downtown projects.



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Upcoming Projects

Preservation of the Historic Fabric

Currently a Central City Local Historic District is being explored by the Historic Preservation Commission (HPC) and the Central City Revitalization Panel (CCRP.) Any exterior changes to district buildings would require HPC approval. The proposal must first go to the Planning Board and then to the City Council. The Downtown Merchant's Association favors the proposed designation, as have virtually all owners who have recently completed or proposed capital investments in their properties. Stakeholders have expressed the feeling that it will give a level of security that the area will continue to receive investment.

The kinds of places people really care about are rarely created from scratch. They evolve, they ripen and mellow. The city of the future isn't waiting to be built: It's here already, in the streets and neighborhoods where we live and work. We don't have to devise it; we just have to ensure that it makes the transition from today to tomorrow without losing the ineffable, rooted character it has gained over time.

-Dwight Young

Douglas Block Redevelopment

The Douglas Block redevelopment project was adopted by the City Council in 2005. The 10.16-acre parcel is slated for mixed-use redevelopment which will highlight the block's cultural history as the center of the African American community.



Downtown Rocky Mount Merchants Association

A Downtown Rocky Mount Merchants Association was officially formed in 2005. Since established, they have created their by-laws, elected a Board of Directors and have formed committees for Promotions, Transportation, and Quality of Life. The group participates in quarterly local co-op advertising that highlight the specialty retail services available in downtown Rocky Mount.



The hanging flower basket program was well received in 2005 and will be expanded in 2006.

Loan Pool

The Downtown Rocky Mount Loan Pool was created to encourage rehabilitation of commercial and/or mixed-use properties in the Main Street Target Area. The funds must be used for the acquisition and/or rehabilitation of existing properties. Its flexible terms allow owners to leverage equity in the building to fund property improvements. It was established by the City of Rocky Mount and a consortium of six area banks that committed a total of \$2.4 million dollars. All loans will be administered and serviced by Community Investment Corporation of North Carolina (CICNC).

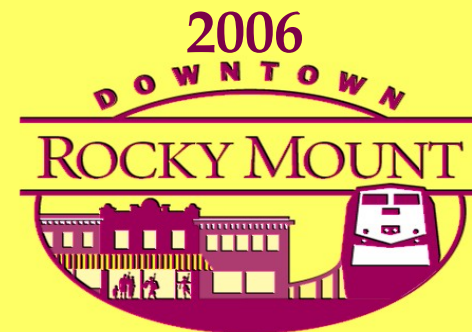
A Move to Bridge the Gap

A major role of the City of Rocky Mount's Office of Downtown Development is to "Bridge the Gap" for existing and future real estate investors, that is , to give the investors security that the area will continue to expand. Such programs include:

- Façade Improvement, Major Impact and Rental Assistance Grants.
- The Downtown Loan Pool
- New Urban Design and Streetscape Renovation
- Historic Preservation through a proposed Local Historic District
- Catalytic Public Projects (Imperial Centre, Rail Road, etc...)
- Historic and New Market Tax Credits

New Urban Design and Streetscape

In the summer of 2005 the City secured a \$5 million Federal Highway Fund grant. This grant, which is over six years, will allow the city to redesign and build new streets, sidewalks, crosswalks, signage, street furniture, lampposts, etc. The City will accept proposals from urban design firms, one of whom will be selected to design the new streetscape. The long and short of this is that Rocky Mount's Main Street will have a completely new look in a few short years.



Development Update

MAIN STREET
on track

It is an amazing time in Downtown Rocky Mount. The cobwebs of 40 years of disinvestment have been shaken off as reinvestment takes hold. Private sector investors have followed the lead of the public sector in engendering revitalization. We know that you will be as pleased with the revitalization to date- and the best is yet to come.

2000 - 2006

Real Estate Investment

Public

\$46 million

Private

\$4 million

Successful Downtown Revitalizations are comprised of public-private partnerships. Typically, initial planning , infrastructural and catalytic project investment are made by the public sector. These public expenditures elicit a private sector response typically in the investment in private buildings. This process has begun in Rocky Mount and the prospects are great!

